

REMARKS

Claims 1-17 are pending in the application.

By the foregoing Amendment, claim 1 is amended to correct an obvious typographical error; and new claim 17 is added.

These changes are believed not to introduce new matter, and entry of the Amendment is respectfully requested.

Based on the above Amendment and the following Remarks, Applicant respectfully requests that the Examiner reconsider all outstanding objections and rejections, and withdraw them.

Allowable Subject Matter

Applicant thanks the Examiner for his indication that claims 5-7 and 11 would be allowable if rewritten in independent form. However, as claim 1 is believed to be patentable over the cited prior art, for the reasons discussed below, claims 5-7 and 11 are not amended herein.

Rejections under 35 U.S.C. § 103

In paragraph 4 of the Office Action, claims 1-4, 8-10, and 12-16 were rejected under section 103(a) as being unpatentable over Ritchie et al. This rejection is respectfully traversed as being based upon a reference that neither teaches nor suggests the invention as recited in claim 1, or claims 2-4, 8-10, and 12-16 depending therefrom.

The Office Action characterizes Ritchie et al. as disclosing the claimed invention (except for the feature of the card being peeled off), but does not provide any guidance as to which features of

Ritchie et al. are considered to correspond to the features recited in the claims. Applicant's counsel has therefore made a good-faith effort to determine how the features of Ritchie et al.'s form might be considered to correspond to the features recited in claim 1, and respectfully submits that, contrary to the assertion in the Office Action, Ritchie et al. does not teach or suggest many of the features recited in claim 1, as set forth below:

<i>Claim 1</i>	<i>Ritchie et al.</i>
An integrated gift card packet comprising	<i>Ritchie et al. is directed to an integrated laminated identification card in a form, not a gift card pack.</i>
a paper form having at least two panels,	Ritchie discloses a carrier sheet 10 formed of paper or synthetic material. The Office Action does not state which portions of the carrier sheet 10 are considered to correspond to the two panels. Applicant's counsel assumes that the upper portion 13 and the lower detachable portion 12 are considered to correspond to the two panels.*

* Neither the inner plastic film sheet 24 nor the silicone liner covered adhesive patch 31 of Ritchie et al. can be considered to correspond to a panel, as neither one is part of the carrier sheet 10 and neither one has printed information thereon (as required by a later limitation). Further, if either the inner plastic film sheet 24 or the adhesive patch 31 were considered to correspond to a panel, then Ritchie et al. would lack a component to correspond to the multi-layer patch or the single patch (as required by later limitations).

<i>Claim 1</i>	<i>Ritchie et al.</i>
said panels being retained in facial contact by detachable means and each said panels defining inner and outer surfaces,	The upper and lower portions 13 and 12 are delineated by a perforation line 19. <i>The upper and lower panels 13 and 12 are in edge-to-edge contact at the perforation line 19, not in facial contact.</i> Ritchie et al. teaches that the detachable lower portion 12 can be detached along the perforation line 19 and mailed. <i>Ritchie et al. does not teach or suggest folding the carrier sheet 10 along perforation line 19 to bring upper and lower portions 13 and 12 into facial contact , much less that they should be retained in facial contact by detachable means. The upper and lower panels 13 and 12 have front and rear surfaces. As they are not in facial contact, they cannot define inner and outer surfaces.</i>
printed information on some or all of said surfaces,	The upper and lower panels 13 and 12 have printed information thereon. However, as they do not define inner and outer surfaces, <i>the upper and lower panels 13 and 12 cannot have printed information on some or all of said inner and outer surfaces.</i>
card information printed in a removable card area on said inner and outer surface of one of said panels,	The lower panel 12 has a die-cut 29, which delineates a removable card 11. There is information printed on the front and rear surfaces of the card 11. However, <i>as the upper and lower panels 13 and 12 do not define inner and outer surfaces, the card information cannot be printed on said inner and outer surfaces of one of the panels.</i>

<i>Claim 1</i>	<i>Ritchie et al.</i>
said card information containing a bar code identifying goods/services and a dollar value associated therewith,	Ritchie et al. teaches providing printed information comprising personal data in the lower portion 12, including the card area (column 3, lines 32-36). <i>Ritchie et al. does not anywhere teach or suggest including a bar code anywhere on the carrier sheet 10, much less including a bar code as part of the card information or a bar code identifying goods/services and a dollar value associated therewith.</i>
a single poly patch adhesively secured over said card area on said inner surface of one of said panels,	Ritchie et al. teaches that a silicone liner covered adhesive patch 31 containing an adhesive 32 and a silicone release cover paper 33 may be applied to the front surface 28 of the carrier sheet 10 at the photo area of the card region 22. Removal of the silicone cover paper 33 permits a photo to be secured to the adhesive 32. <i>As the upper and lower panels 13 and 12 do not define inner and outer surfaces, the silicone liner covered adhesive patch 31 cannot be secured over the card area on said inner surface of one of the panels.</i>

<i>Claim 1</i>	<i>Ritchie et al.</i>
a multi-layer patch secured over said card area on said outer surface of said one of said panels,	Ritchie et al. teaches a clear plastic film patch 20 secured to the rear surface 21 of the lower portion 12 overlying the card region 22. The film patch 20 comprises an outer plastic film sheet 23 (a poly plastic film material) and an inner plastic film sheet 24 (also a poly plastic film material) laminated together by an adhesive 25 and a release coating 26. The Office Action does not indicate which, if any, portions of film patch 20 are considered to correspond to the multi-layer patch of claim 1. In view of succeeding limitations in claim 1, it is assumed that the adhesive 25' and the inner plastic film sheet 24 correspond to the recited multi-layer patch. <i>As the upper and lower panels 13 and 12 do not define inner and outer surfaces, the film patch 20 cannot be secured over a card area on said outer surface of said one of said panels.</i>
said multi-layer patch having an adhesive coating to secure a poly film on said outer surface of said card area of said one of said panels,	The inner plastic film sheet 24 is adhesively secured to the rear surface 42 of the card 11 by adhesive 25'. <i>As the upper and lower panels 13 and 12 do not define inner and outer surfaces, the film patch 20 cannot have an adhesive coating to secure it on said outer surface of said card area of said one of said panels.</i>
an adhesive release coating on an outer surface of said poly film and	An adhesive release agent coating 26 is applied on an inner face 27 of the inner film sheet 24.
a further dry release adhesive over said adhesive release coating to secure an outer backing sheet thereto,	Adhesive 25 is positioned over the adhesive release coating 26 to secure the outer plastic sheet 23 to the inner plastic sheet 24. <i>Ritchie et al. does not disclose the composition of the adhesive 25 or teach or suggest that the adhesive 25 26 is a dry release adhesive.</i>

<i>Claim 1</i>	<i>Ritchie et al.</i>
a card die-cut in said removable card area from said inner surface of said one of said panels to delineate a card containing said card information,	The card 11 is delineated on the front surface 28 of the carrier sheet 10 by a die-cut 29 which extends from the front surface 28 of the carrier sheet 10 to the adhesive 25. The card 11 contains card information 18. <i>As the upper and lower panels 13 and 12 do not define inner and outer surfaces, the card 11 cannot be die-cut from said inner surface of one of said panels.</i>
said die-cut extending through said single poly patch and through said poly film of said multi-layer patch up to said adhesive release coating,	The die-cut 11 extends only through the clear plastic film patch 20 (and more specifically, through the adhesive 25' and the inner plastic sheet 24). <i>The silicone liner covered adhesive patch 31, which is understood to be considered to correspond to the single poly patch, is contained completely within the perimeter of the die-cut 11, so that the die-cut 11 cannot extend through the silicone liner covered adhesive patch 31. If anything, Ritchie et al. teaches away from the die-cut extending through the silicone liner covered adhesive patch 31.</i>
said adhesive release coating providing a friction retention force to maintain said die-cut card in said one of said panels and permitting said card to be peeled off said one of said panels from said inner surface thereof.	The user 40 peels the die-cut card 11 from the front surface 28 of the form, thereby exposing a card window 41 which is the same size as the card 11. When the card is removed from the window 41, the inner plastic film sheet 24 is adhesively secured to the rear surface 42 of the card 11 due to the die-cut 29 extending through the adhesive 25'.

Even if claim 1 and Ritchie et al. are interpreted such that the inner and outer surfaces of the panels of claim 1 find correspondence in the front and rear surfaces of Ritchie et al.'s upper and lower portions, Ritchie et al. still does not teach or suggest at least the following limitations of claim 1:

- a gift card form
- said card information containing a bar code identifying goods/services and a dollar value associated therewith
- a further dry release adhesive over said adhesive release coating to secure an outer backing sheet thereto
- said die-cut extending through said single poly patch

In view of the foregoing, it is respectfully submitted that Ritchie et al. does not teach or suggest the invention as recited in claim 1 or claims 2-4, 8-10, and 12-16 depending therefrom; that the invention as recited in claim 1 and claims 2-4, 8-10, and 12-16 depending therefrom depending therefrom is patentable over Ritchie et al.; and that the rejection should be withdrawn.

New claim 17

New claim 17 is believed to be patentable over Ritchie et al., inasmuch as Ritchie et al. does not teach or suggest at least the following limitations of claim 17:

- a gift card packet
- said panels being retained in facial contact by detachable means
- said card information containing a bar code identifying goods/services and a dollar value associated therewith
- a further dry release adhesive over said adhesive release coating to secure an outer backing sheet thereto
- said die-cut extending through said single poly patch

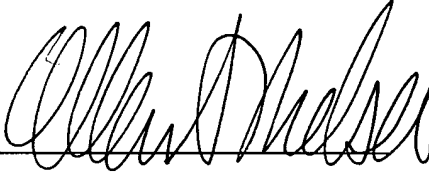
Conclusion

All objections and rejections have been complied with, properly traversed, or rendered moot. Thus, it now appears that the application is in condition for allowance. Should any questions arise, the Examiner is invited to call the undersigned representative so that this case may receive an early Notice of Allowance.

Favorable consideration and allowance are earnestly solicited.

Respectfully submitted,

JACOBSON HOLMAN PLLC

By: 

Date: July 22, 2005

Customer No. 00,136
400 Seventh Street, N.W.
Washington, D.C. 20004
(202) 638-6666

Allen S. Melser
Registration No. 27,215